

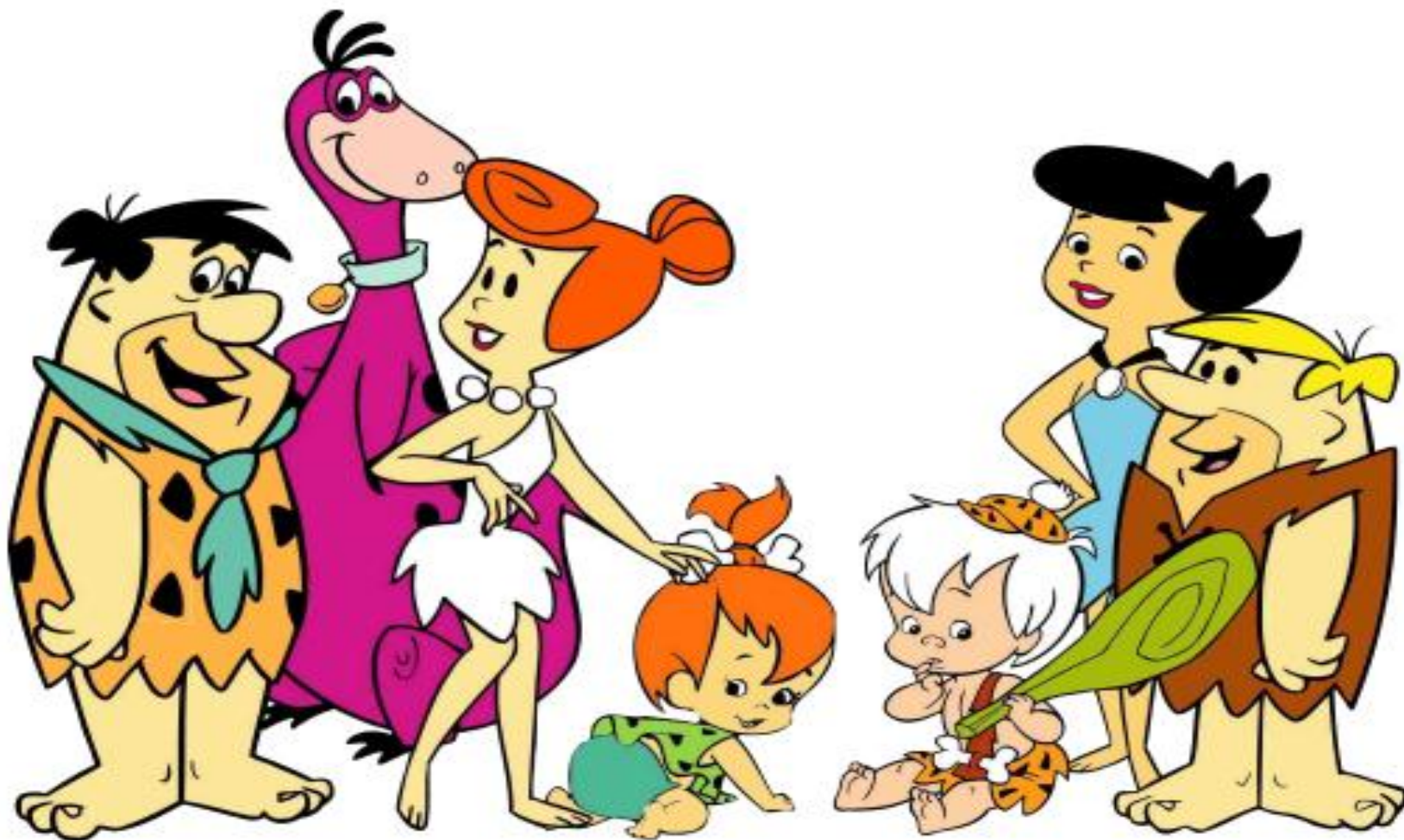
2.3 Theories About Social Change

**SOCIAL
CHANGE
IS GOOD**

First.....



HAPPY 50th BIRTHDAY!!!!



Anthropological Theories About Social Change

- Read case study on pg. 48-49. We will take up the questions together

Anthropological Theories About Social Change

- All the changes that were forced on San came from **interaction**, or contact with other cultures
- Although it is possible for change to come from within, anthropologists believe that most changes come from contact with other cultures

Anthropological Theories About Social Change

- Adapting to change can take place in a number of ways
- First way: **diffusion** which occurs when one culture borrows cultural symbols from another



Anthropological Theories About Social Change

- Second: **Acculturation**, prolonged contact between two cultures
- Cultures interchange symbols, beliefs, and customs



Anthropological Theories About Social Change

- Third: **Cultural Evolution**, that cultures evolve according to common patterns.



Anthropological Theories About Social Change

- There are a number of theories but they have some things in common
 - Focus on how culture changes
 - What changes them
 - How changes affect people

Psychological Theories About Social Change



Psychological Theories About Social Change: **Behaviour Modification**

- According to one theory, we must move through a number of stages before we can successfully change
- James Prochaska, John Norcross and Carlo DiClemente

Psychological Theories About Social Change: **Behaviour Modification**

STAGE	CHARACTERISTICS
1. Precontemplation	Denial; Refusal
2. Contemplation	Questioning
3. Preparation	Investigation
4. Action	Commitment
5. Maintenance (6 months after action)	Transition
6. Termination (only 20%)	Completion

Psychological Theories About Social Change: **Behaviour Modification**

- Trying to successfully change or modify human behaviour
- Special importance when working with



Psychological Theories About Social Change: **Behaviour Modification**

- How can society get criminals to change their behaviour and stop committing criminal acts?
- Elections: Tough on crime; increased prison sentences, harsher jail conditions
- Psychologists call this **negative reinforcement**

Psychological Theories About Social Change: **Behaviour Modification**

- If you do something that society doesn't approve , society will punish you or remove a privilege so you don't do it again.



Psychological Theories About Social Change: **Behaviour Modification**

- **Positive Reinforcement:** people are rewarded for good behaviour
- Researchers say positive reinforcement is more effective method of modifying behaviour

Psychological Theories About Social Change: **Behaviour Modification**

- Example: The Longest Yard



Psychological Theories About Social Change: **Mental Disorders**

- Psychologists classify mental disorders in three categories:
- First: **Neuroses** (singular Neurosis) sufferers experience high levels of anxiety or tension in managing their daily lives.
- EX....panic attacks, phobias, OCD

Psychological Theories About Social Change: **Mental Disorders**

- Second: **Psychoses** (singular Psychosis) patient has lost touch with the real world, may suffer from hallucinations or delusions.
- Need treatment before they can live a life with any normality

Psychological Theories About Social Change: **Mental Disorders**

- EX Paranoia: suffer from irrational thoughts of persecution



PARANOIA

That unmistakable feeling everyone is out to get you!

Psychological Theories About Social Change: **Mental Disorders**

- EX Schizophrenia: complex disorder which leads to feelings of distress and isolation.



Psychological Theories About Social Change: **Mental Disorders**

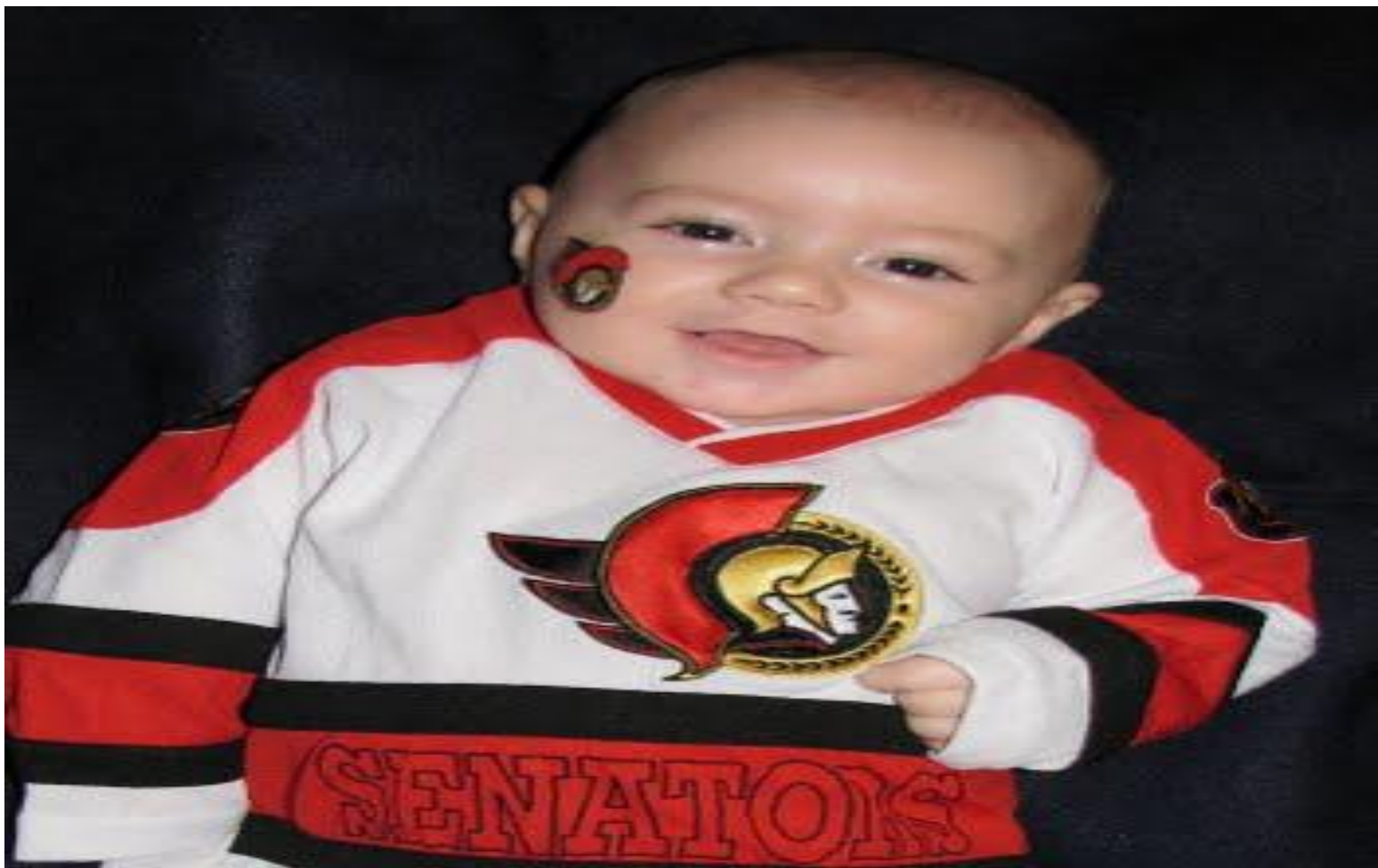
- Third: **Anti-Social Personality Disorder**: a habitual pattern of rule breaking and harming others

Pathological Liar





- Absence of empathy towards others



- Deliberately Causing pain



- Lack of feelings of guilt for damaged caused

Foundational Psychologists

- B.F Skinner (1904-1990)



B.F Skinner

- **Operant Conditioning:** learning can be programmed by whatever consequences follows a particular behaviour
- People tend to repeat behaviours that are rewarded and avoid behaviours that are punished

B.F Skinner



B.F Skinner

- Critics have accused him of developing a theory that is too simplistic
- They believe that human behaviour is a complex phenomenon that cannot be modified by a simple punishment/reward system

B.F Skinner

- **BUT** behaviour modification programs are still largely based on operant conditioning programs.